

Contact your Regional
Marketing Manager:



2005 Magazine Advertising Co-op

You can save 15% - 64% below rate card by participating in the Indiana Office of Tourism Development's Cooperative Print Advertising Program. The Indiana Office of Tourism negotiates bulk space ad rates and then subsidizes each publication further; spending more than \$300,000 each year to make sure that Indiana advertisers receive the lowest rates possible. Ultimately, the savings will allow you to advertise more and help increase the State of Indiana's marketing presence in the Midwest. To participate, contact your Regional Marketing Manager above.

PUBLICATION NAME:	INDIANAPOLIS MONTHLY
DESCRIPTION:	Magazine for Indiana life, entertainment, interior decorating, apparel, nostalgia, business, and city/state government. Includes critiques of restaurants, getaway spots and local events. This insertion is a special two-page spread with Indiana's own dedicated BRC bound in the center of the spread.
CIRCULATION PER ISSUE:	44,894
AUDIENCE:	59% of readers are 25-54 years old, with 47% of subscribers falling in the 35-54 year-old age range. Skews 57% female with an average household income of \$137,000. 72% of readers are married and 90% of readers have taken a domestic trip on the past 12 months.
GEOGRAPHICAL AREA:	Statewide circulation focused in central Indiana.

2005 ISSUES:	March	May	September*
TOTAL PAGES AVAILABLE FOR INDIANA CO-OP AD:	two-page spread (12 units)	two-page spread (12 units)	two-page spread (12 units)
SPACE AND MATERIALS CLOSE:	MON, NOV 14, 2004	MON, JAN 10, 2005	MON, MAY 16, 2005

(Your contract, artwork and reader service form must be received by your Regional Marketing Manager for each issue by the date listed above.)

2005 PARTICIPATION POLICY

All advertisers submitting the required materials by the Space and Material Close Dates are guaranteed placement in this publication. However, advertising space within the Indiana co-op banner section is available based on demand. If demand is high, it is possible that the Indiana banner section space may fill completely before closing dates. If demand is low, it is possible that the Indiana banner will be cancelled. In either case, submissions will be placed outside of an Indiana banner section in the publication at a net rate of \$800.00 per 1/6 page, if the advertiser desires.

1/6 PAGE AD UNIT NET RATE PER ISSUE:	\$680.00	1/6 PAGE NET RATE ON RATE CARD:	\$850.00
		SAVINGS OF: 20%	

READER SERVICE: Fill out the Indiana Print Advertising Co-op READER SERVICE FORM when you submit your contract and artwork to your RMM.
THERE IS NO ADDITIONAL CHARGE TO RECEIVE LEADS IN THE METHODS OUTLINED ON THE READER SERVICE FORM.

* This insertion is subject to change due to potential state budget revisions that could impact insertions that run after June 2005.
Advertisers will be notified of any revisions before those insertions' deadlines.